

BRIEFING MATERIAL

MEMORANDUM FOR MR. CULLMAN

RE: Checklist of Materials to be Obtained in Preparing for  
"Face The Nation" Telecast, January 3, 1971

1. New Yorker Magazine article, December 19, 1970.
2. Senator Moss's statement of December 18, 1970.
3. Mr. Cullman's 1969 statements to House and Senate Committees.
4. TI advertisement with respect to American Cancer Society's dog experiment.
5. FCC opinion with respect to anti-smoking messages after January 1, 1971.
6. Statistics which show the following:
  - a. Cigarette consumption in the U.S. from 1960 to date.
  - b. Taxes paid on tobacco to federal, state and local governments during the past five years.
  - c. Cash value of tobacco crop in 1968 or 1969.
7. The FCC and HEW are both scheduled to submit reports to Congress on January 1. The Royal College of Physicians and Surgeons in England is also scheduled to issue a report on smoking and health in the very near future. One or more of these reports may be issued in advance of the January 3 telecast.

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